



DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below adjacent to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of subject matter (process, machine, manufacture, or composition of matter, or an improvement thereof) which is claimed and for which a patent is sought by way of the application entitled Auction for Targeted Content.

which (check) ☐ is attached hereto ☐ and is amended by the Preliminary Amendment attached hereto.
☒ was filed on November 28, 2000, as Application Serial No. 09/724,956 ☐ and was amended on _____.

I hereby state that I have reviewed and understood the contents of the above-identified application, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office information known to me to be material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I hereby claim the priority benefit under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate for the same invention having a filing date before that of the application on which priority is claimed:

| Prior Foreign Application(s) | | | Priority Claimed? | |
|------------------------------|-----------------------------|-----------------------------|-------------------|-----------|
| <u>N/A</u> | | | <u>Yes</u> | <u>No</u> |
| (Number) | (Country) | (Date Filed) | | |
| <u> </u> | <u> </u> | <u> </u> | <u>Yes</u> | <u>No</u> |
| (Number) | (Country) | (Date Filed) | | |

I hereby claim the priority benefit under Title 35, United States Code, §§ 119 and 365(a) of any international patent application(s), listed below, that do not designate the United States, but do designate at least one country other than the United States, and have also identified below any such international application for the same invention having a filing date before that of the application on which priority is claimed:

| Prior International Application(s) | | Priority Claimed? | |
|------------------------------------|-----------------------------|-------------------|-----------|
| <u>N/A</u> | | <u>Yes</u> | <u>No</u> |
| (Number) | (Date Filed) | | |
| <u> </u> | <u> </u> | <u>Yes</u> | <u>No</u> |
| (Number) | (Date Filed) | | |

I hereby claim the priority benefit under Title 35, United States Code, § 119(e) of the United States provisional patent application(s) listed below and, insofar as any subject matter of the claims of this application is not disclosed in such prior United States provisional application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which became available between the filing date of the prior provisional application(s) and the national or PCT international filing date of this application:

| | | |
|---------------------------------------|--|---|
| <u>60/198,039</u> (Appl. Ser. No.) | <u>April 18, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u>60/198,037</u> (Appl. Ser. No.) | <u>April 18, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u>60/198,038</u> (Appl. Ser. No.) | <u>April 18, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u>60/198,036</u> (Appl. Ser. No.) | <u>April 18, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u>60/198,034</u> (Appl. Ser. No.) | <u>April 18, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u>60/185,182</u> (Appl. Ser. No.) | <u>February 25, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |

I hereby claim the priority benefit under Title 35, United States Code, § 120 of the United States patent application(s) listed below and, insofar as any subject matter of the claims of this application is not disclosed in such prior United States application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which became available between the filing date of the prior application(s) and the national or PCT international filing date of this application:

| | | |
|---|---|--|
| <u>09/514,056</u> (Appl. Ser. No.) | <u>February 25, 2000</u> (Date Filed) | <u>Pending</u> (Status-patented, pending, abandoned) |
| <u> </u> (Appl. Ser. No.) | <u> </u> (Date Filed) | <u> </u> (Status-patented, pending, abandoned) |

I hereby claim the priority benefit under Title 35, United States Code, §§ 120 and 365(c) of any international patent application(s), listed below, that designate the United States and have also identified below any such international application for the same invention having a filing date before that of the application(s) on which priority is claimed, and, insofar as any subject matter of the claims of this application is not disclosed in such prior international application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which became available between the filing date of the prior international application(s) and the national or PCT international filing date of this application:

| Prior International Application(s) | | Priority Claimed? | |
|------------------------------------|--------------|-------------------|-----------|
| <u>N/A</u> | <u></u> | <u>Yes</u> | <u>No</u> |
| (Number) | (Date Filed) | | |
| <u></u> | <u></u> | <u>Yes</u> | <u>No</u> |
| (Number) | (Date Filed) | | |

I hereby appoint the following attorney, with full power of substitution, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith: David R. Graham, Reg. No. 36,150.

Please address all correspondence regarding this application to David R. Graham, 1337 Chewon Avenue, Milpitas, California 95035.

Please direct all telephone calls regarding this application to David R. Graham at telephone number (408) 945-9912.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Inventor's signature *Malcolm Slaney* Date 5/21/01
 Full name of inventor Malcolm Slaney
 Residence Los Altos Hills, California Citizenship U.S.
 Post Office Address 1801 Page Mill Rd., Bldg. C
Palo Alto, California

Inventor's signature _____ Date _____
 Full name of inventor Bonnie M. Johnson
 Residence Palo Alto, California Citizenship U.S.
 Post Office Address 1801 Page Mill Rd., Bldg. C
Palo Alto, California

I hereby claim the priority benefit under Title 35, United States Code, §§ 120 and 365(c) of any international patent application(s), listed below, that designate the United States and have also identified below any such international application for the same invention having a filing date before that of the application(s) on which priority is claimed, and, insofar as any subject matter of the claims of this application is not disclosed in such prior international application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which became available between the filing date of the prior international application(s) and the national or PCT international filing date of this application:

| Prior International Application(s) | | Priority Claimed? | |
|------------------------------------|--------------|-------------------|-----------|
| <u>N/A</u> | <u></u> | <u>Yes</u> | <u>No</u> |
| (Number) | (Date Filed) | | |
| <u></u> | <u></u> | <u>Yes</u> | <u>No</u> |
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Inventor's signature Date
 Full name of inventor Malcolm Slaney
 Residence Los Altos Hills, California Citizenship U.S.
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Inventor's signature Bonnie M. Johnson Date 7/13/01
 Full name of inventor Bonnie M. Johnson
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Inventor's signature *Annarosa Tomasi* Date May 30, 2001
Full name of inventor Annarosa Tomasi
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Inventor's signature _____ Date _____
Full name of inventor Matthew B. Humphries
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Inventor's signature _____ Date _____
Full name of inventor _____
Residence _____ Citizenship _____
Post Office Address _____

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Full name of inventor _____
Residence _____ Citizenship _____
Post Office Address _____

Inventor's signature _____ Date _____
Full name of inventor _____
Residence _____ Citizenship _____
Post Office Address _____

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Full name of inventor _____
Residence _____ Citizenship _____
Post Office Address _____

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Inventor's signature Matthew B. Humphries Date June 15/01
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Inventor's signature _____ Date _____
Full name of inventor _____
Residence _____ Citizenship _____
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Post Office Address _____

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